

## In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of processing profile information of a user for conducting an on-line transaction between the user and a vendor, comprising the steps of:

entering profile information of a user into a profile form at a user location disposed on a network prior to conduction of an on-line transaction between the user and the vendor, the vendor disposed at a vendor location on the network;

issuing to the user a unique code representing stored profile information of the user in response to the user transmitting the profile form from the user location to a second location on the network for storage thereat, the second location disposed on the network;

initiating an on-line transaction by selecting a product of the vendor at a user location;

after selecting the product, providing to the vendor location by the user the unique code for purchase of a product of the vendor, during the on-line transaction, which on-line transaction requires the user to view a vendor payment form at the user location representing information about the transaction, and which vendor payment form includes fields that are associated with information obtainable from the stored profile information of the user and which must be viewed by the user prior to completion of the on-line transaction;

providing the stored profile information from the second location to the vendor location in response to the vendor location receiving and processing the unique code; and

automatically inserting by the vendor at least a portion of the stored profile information of the user into the vendor payment form for respective associated fields therein for presentation to the user at the user location after such insertion such that, when the user receives the form for viewing, such insertion has already occurred, such that the user has not viewed the form other than with already populated certain fields prior to reception.

2. (Previously Presented) The method of Claim 1, wherein the user fills in the profile form only one time.

3. (Previously Presented) The method of Claim 1, wherein the profile form is transmitted to the second location over a public switched telephone network.

4. (Previously Presented) The method of Claim 1, wherein the vendor location receives the profile information from the second location in response to the vendor location transmitting the unique code to the second location.

5. (Previously Presented) The method of Claim 1, wherein the unique code is unique and has a unique ID number associated therewith.

6. (Previously Presented) The method of Claim 1, wherein the unique code has a unique ID number associated therewith and the user provides the unique ID number to the vendor location for payment purposes.

7. (Original) The method of Claim 1, wherein the step of automatically inserting causes all of the profile information to be entered into the vendor payment form as encoded information.

8. (Original) The method of Claim 1, wherein the step of automatically inserting causes only a portion of the profile information to be entered into the vendor payment form as encoded information.

9. (Original) The method of Claim 8, wherein the portion of the profile information is credit information.

10. (Original) The method of Claim 1, wherein the profile information comprises name, address, ship-to address, and credit information.

11. (Currently Amended) The method of Claim 5 [[1]], wherein the second location is a central registration server having a database of the profile information associated with respective unique unique codes and unique ID numbers.

12. (Original) The method of Claim 11, wherein the second location is a credit card company server.

13. (Previously Presented) The method of Claim 1, wherein the unique code is placed on a credit card.

14. (Currently Amended) A system for processing profile information of a user for conducting an on-line transaction between the user and a vendor, comprising;

profile information of a user entered into a profile form at a user location disposed on a network prior to conduction of an on-line transaction between the user and the vendor, the  
5 vendor disposed at a vendor location on the network;

a unique code representing stored profile information of the user issued to the user in response to said user transmitting said profile form from said user location to a second location on the network for storage thereat, said second location disposed on said network;

wherein said unique code is provided to the vendor location by the user for  
10 purchase of a product of the vendor after the user has viewed and made a selection of the product, during the on-line transaction, which on-line transaction requires the user to view a vendor payment form at the user location representing information about the transaction, and which vendor payment form includes fields that are associated with information obtainable from the stored profile information of the user and which must be viewed by the user prior to  
15 completion of the on-line transaction;

wherein said profile information is provided from said second location to said vendor location in response to said vendor location processing said unique code; and

wherein at least a portion of said stored profile information of the user is automatically inserted into said vendor payment form by the vendor for respective associated  
20 fields therein for presentation to said user at the user location after such insertion such that, when the user receives the form for viewing, such insertion has already occurred, such that the user has not viewed the form other than with already populated certain fields prior to reception.

15. (Previously Presented) The system of Claim 14, wherein said user fills in said profile form only one time.

16. (Previously Presented) The system of Claim 14, wherein said profile form is transmitted to said second location over a public switched telephone network.

17. (Previously Presented) The system of Claim 16, wherein said vendor location receives said profile information from said second location in response to said vendor location transmitting said unique code to said second location.

18. (Previously Presented) The system of Claim 14, wherein said unique code comprises a bar code.

19. (Previously Presented) The system of Claim 14, wherein said unique code has a unique ID number associated therewith and said user provides said unique ID number to said vendor location for payment purposes.

20. (Original) The system of Claim 14, wherein all of said profile information is automatically inserted into said vendor payment form as encoded information.

21. (Original) The system of Claim 14, wherein only a portion of said profile information is entered into said vendor payment form as encoded information.

22. (Original) The system of Claim 21, wherein said portion of said profile information is credit information.

23. (Original) The system of Claim 14, wherein said profile information comprises the user's name, address, ship-to address and credit information.

24. (Currently Amended) The system of Claim 19 [[18]], wherein said second location is a central registration server having a database of said profile information associated with respective said ~~unique~~ unique code and said unique ID number.

25. (Original) The system of Claim 24, wherein said second location is a credit card company server.

26. (Previously Presented) The system of Claim 14, wherein said unique code is placed on a credit card.

27. (Currently Amended) The system Claim 19 [[14]], wherein said second location is a central registration server having a database of said profile information associated with respective said unique code and said ID number.

28. (New) The method of Claim 1, and further comprising transmitting the populated form to the vendor location to complete the on-line transaction.

29. (New) The system of Claim 14, wherein the populated form is transmitted to the vendor location to complete the on-line transaction.